

ABSTRACT

Cakes are snacks that are commonly referred to as snacks. Cake is not the main food. Cakes usually have a sweet taste, while those that have a savory and salty taste. Traditional cakes are small snacks or commonly referred to as snacks that usually use recipes passed down by their ancestors from generation to generation. Aci Karya Ayu's cake is one of the traditional Tasikmalaya cakes. Aci Karya Ayu's cake has some people who already know this product, so it can be used as a potential to increase people's awareness of Ayu's Aci Karya Cake, which will change people's views about this traditional cake into a cake that can be used as a daily snack, especially among children. young. The design of this final project is based on the lack of young visitors who come to Kue Aci Karya Ayu because there is no consumer interest in the product. In designing the promotion strategy, the visual media uses qualitative methods because it refers to existing facts and phenomena, by conducting interviews, observing by conducting direct surveys and distributing questionnaires. From the data that has been obtained, it is then analyzed using analytical methods such as SWOT, AOI, and AISAS and is supported by a literature study of the theory of DKV, advertising, promotion, and media as a reference in making this final project which are interrelated. From the analysis that has been done, it can produce a message, namely "Traditional Cookies For Your Snacks" which means the target audience can enjoy traditional cakes that are packaged in a modern way for snacks that accompany daily activities.

Keywords : *Traditional, Aci Karya Ayu Cake, awareness, young people, and promotion*